

74559-7

4/17/2014

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Abigail T. Downs
Technology Sciences Group Inc.
1150 18th Street, Suite 100
Washington, DC 20036

APR 17 2014

SUBJECT: ALICE
EPA Registration Number: 74559-7
Application Dated: March 18, 2014
Receipt Date: March 25, 2014

Dear Ms. Downs:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

- As per your request to remove term "sanitize"
- Add the dagger following the term "carpet" and "Not for use on polypropylene/ olefin or wool carpets".

General Comments

Based on a review of the submitted information, this notification is acceptable. Your proposed changes will be made part of the record for this file.



Should you have any questions concerning this letter, please contact John Cowden at (703) 347-0259 or Marshall Swindell at (703) 308-6341.

Sincerely,

A handwritten signature in black ink, appearing to read "Marshall Swindell", is written over a horizontal line.

Marshall Swindell
Product Manager (33) in nepeen
Regulatory Management Branch?I

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	United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
Application for Pesticide – Section I			
1. Company/Product Number 74559-7		2. EPA Product Manager Marshall Swindell	
4. Company/Product (Name) ALICE		3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted	
5. Name And Address Of Applicant (Include ZIP Code) Virox Technologies, Inc. 2770 Coventry Road Oakville, Ontario L6H 6R1 CANADA <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	
Section II			
<input type="checkbox"/> Amendment – Explain below. <input type="checkbox"/> Final Printed labels in response to Agency letter dated _____ <input type="checkbox"/> Resubmission in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application. <input checked="" type="checkbox"/> Notification – Explain below. <input type="checkbox"/> Other – Explain Below.			
Explanation: Use additional page(s) if necessary. (For section I and Section II.) Submission of Label Notification to make minor revisions to the product label at the request of the State of California per PR Notice 98-10. This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA. Please confirm receipt with Abigail Downs: adowns@tsgusa.com, via phone (202) 828-8992, or via fax (202) 872-0745.			
Section III			
1. Material This Product Will Be Packaged In:			
Child Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No * Certification must be submitted	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes" No. per Unit Packaging wgt. Container	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes" No. per Unit Packaging wgt. Container	2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(S) Retail Container	5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product
6. Manner in Which Label is Affixed to Product		<input type="checkbox"/> Lithographed <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____	
Section IV			
1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)			
Name Abigail T. Downs, Technology Sciences Group, Inc.		Title Regulatory Consultant	Telephone No. (Include Area Code) (202) 828-8992
Certification I hereby certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I am punishable by fine or imprisonment if I knowingly make any false or misleading statement.			6. Date Application Received (Stamped) NOTIFICATION Date Reviewed: APR 14 Reviewed By: _____
2. Signature 		3. Title Regulatory Consultant to Virox Technologies, Inc.	
4. Typed Name Abigail T. Downs		5. Date March 18, 2014	

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Technology Sciences Group Inc.
1150 18th Street, Suite 1000
Washington, DC 20036
Direct: (202) 828-8992
Fax: (202) 872-0745
E-Mail: adowns@TSGUSA.com

Abigail T. Downs
Regulatory Consultant

March 18, 2014

Mr. Marshall Swindell, PM-33
Antimicrobials Division (7510P)
Office of Pesticide Programs (NOTIF)
U.S. Environmental Protection Agency
Document Processing Center
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, Virginia 22202

Re: Label Notification Per PR Notice 98-10 Per California Request
Company Name: Virox Technologies, Inc.
Product name: ALICE
EPA Reg. No.: 74599-7

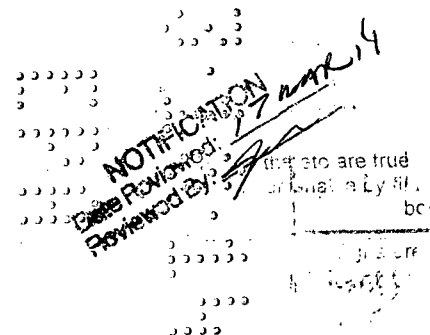
Dear Mr. Swindell:

Technology Sciences Group, Inc., on behalf of Virox Technologies, Inc., herein submits the enclosed label notification for the above referenced product to make minor revisions to the product label at the request of the State of California. The proposed changes include the addition of the phrase, "Not for use on polypropylene/olefin or wool carpets" to the Directions for Use section. This phrase is already in the Soft Surface Use Sites (Location) table, and we believe that the duplication of this phrase per request of California should be acceptable via notification per PR Notice 98-10.

This notification also removes the term "sanitize" with regard to odors, and adds a dagger following the term "carpet" in several locations to reference "Not for use on polypropylene/olefin or wool carpets." This dagger is already in place in the label, this notification simply adds it in where it was previously overlooked.

Please find enclosed the following documents supporting this notification:

- 1) EPA Notification Form (EPA Form 8570-1);
- 2) One redline copy of the proposed label with changes indicated;
- 3) Three (3) clean copies of the proposed label.



Washington, D.C.
1150 18th St., NW, Suite 1000
Washington, D.C. 20036
Phone: (202) 223-4392

California
712 Fifth St., Suite A
Davis, CA 95616
Phone: (530) 757-1245

Canada
275 Slater St., Suite 900
Ottawa, Ontario K1P 5H9
Phone: (613) 247-6285

If you have any questions or require additional information or clarification, please do not hesitate to contact me by phone at (202) 828-8992 or by e-mail at adowns@tsgusa.com.

Sincerely,



Abigail T. Downs
Regulatory Consultant to Virox Technologies, Inc.

RECEIVED
APR 15 2016
NOTICE
DATE RECEIVED
PROCESSED BY

RECEIVED
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(MASTER LABEL)
Alice (Name TBD)

(Alternate Brand Names: BISSELL, Woolite, Pawsitively Clean)

SOFT-SURFACE AND CARPET[†] [SANITIZER] – [CLEANER] -
[DEODORIZER] - [ANTIBACTERIAL]
[Bacteria reducer*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet[†] Cleaner],
[(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover
) (Eliminator)], [(One-step) Deodorizer], [Formula for (carpet[†]) (&) (upholstery)], [Deep
(Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing) (Treatment)(Pretreat(er))
(Preclean(er))], [Tough Stain (Treatment)]

Active Ingredient:

Hydrogen Peroxide 0.5%

Other Ingredients: 99.5%

Total: 100.0%

EPA Reg. No.: 74559-7

EPA Est. No.: [6297-MI-001] OR [74559-CAN-001]

[Note to reviewer: lot code letters indicate manufacturing location]

Keep out of Reach of Children

Manufactured [by] [for]:

Bissell Homecare, Inc.

2345 Walker Ave, NW

Grand Rapids, MI 49544

USA PAT #: 7,632,523¹

¹Under license by Virox Technologies, Inc.

Net Contents:

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or
imprinted directly on the packaging.)

NOTIFICATION
Date Reviewed: 6/2/14
Reviewed By: [Signature]

Soft Surface Use Sites (Location)[†]

All around the house [‡]	Car (s) (Truck(s))		Sunroom (s)
All around the home [‡]	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage Area(s)	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room (s)	Locker (Liners) (Pads)	
Baby's Room (s)	Den (/Study)	Mobile Home (s)	
Basement (s)	Dining Room (s)	Mud Room (s)	
Bathroom (s)	Dorm (s)	Nursery (Nurseries)	
Bedroom (s)	Family Room (s)	Office(s)	
Boat (s)	Garage (s)	Pet area(s)	
Cabins	Home	Playroom(s)	
Camper (s)	House	Studios	

[†] Not for use on polypropylene/olefin or wool carpets[‡] Non food contact surfaces only**Use (Surfaces)[†] [may include graphic depicting surface]**

Carpet(s)	Stairs	(Couch(es)) (Sofa(s))	Mattress(es) (Covers)
Upholstery		(Upholstered) chairs	Blankets
Fabric	Back (School) packs	(Upholstered) couches	Car Seats Upholstery
Pet Areas	Bathroom mats (rugs)	(Upholstered) furniture	(Dog) (Pet) (beds) (bedding)
Soft (household) surfaces	Bedding (Bedspreads)	Hamper(s)	Laundry bags
Gym bags	Blankets (Comforters)	Draperies	Shoe interior(s)
Laundry bags	Box Springs	Duvet cover(s)	Cushions
Shower curtains	(Canvas) (Shoes) (Sneakers)	Upholstery	Pillow(s)
Window treatments	(Cotton) purses		Stuffed animals
Kitchen mats	Entry rugs		
(Kitchen) (Household) seat cushion(s)	Diaper bag(s)	(Area) Rug(s)	
Slippers	Shower Curtains		
Sleeping bag(s)			

[†] Not for use on polypropylene/olefin or wool fibers[†] or t

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Fabric and carpet (precaution) advisory statement: Before you clean, test a small, hidden area for colorfastness and examine when dry. If color is affected, do not use. Before using this product on upholstery, look for manufacturers cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Do not use on wool carpet. Not for use on polypropylene/olefin or wool carpets.

Remove solid residue and blot excess liquid with a clean, colorfast, absorbent cloth.

For use on carpet[†]:

To spot clean & sanitize: Spray a light even coating on soiled area (until wet). Allow to remain wet for 60 minutes (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry. (Vacuum.) (Deep clean following your machine's guide.)

To spot clean: Spray on soiled area until wet. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry.

To spot sanitize: Spray a light even coating on area until wet. Allow to remain wet for 60 minutes (1 hour) (an hour). Let air dry. Vacuum.

To deodorize or freshen: Spray until slightly damp to eliminate (pet) odors. For difficult odors repeat application. Let air dry. Vacuum.

To use as a precleaner (pretreat) (& sanitize(r)): Shake well, turn nozzle to spray position and spray a light even coating over soiled area (until wet). Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide.)

(may include graphics)

For use on soft surfaces other than carpet:

To spot clean & sanitize: Spray a light even coating on soiled area [fabric] until damp. Allow area to remain damp for 1 minute. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains or heavy fabrics). Let air dry.

To spot clean: Spray on soiled area until damp. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry.

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

To spot sanitize: Spray a light even coating on area [fabric] until damp. Area must remain damp for 1 minute. Let air dry. Repeat as needed (for stubborn stains or heavy fabrics)

To deodorize or freshen: Spray until slightly damp to eliminate (pet) odors. For difficult odors repeat application. Let air dry.

(may include graphics)

STORAGE AND DISPOSAL

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

[BISSELL brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.bissell.com]

[Woolite brand

Questions or comments: Call 1.800.451.7847 Visit our website at
www.woolitecarpet.com
Woolite is a trademark of Reckitt Benckiser licensed to BISSELL Homecare, Inc.]

[Pawsitively Clean brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.pawsitivelycleanpet.com]

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

[Made in (insert country of manufacture origin)]

Optional Label Statements, Marketing Claims, and Pictograms:

* Kills 99.9% of (*Enterobacter aerogenes* (ATCC 13408))(and)(*Staphylococcus aureus* (ATCC 6538))(Staph) on (insert usage surface).

** Non-living allergens including: Pollen, Pet dander, Dust mite matter

(Sanitizing claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in 1 minute (60 seconds) on soft surfaces other than carpet

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1 hour) (on carpets[†])

1 minute (60 seconds) is all it takes to kill 99.9% of bacteria* on (insert usage surface)

Kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 1 minute on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (on carpets[†])

Sanitizes (insert usage surface) in 1 minute on soft surfaces other than carpet

Sanitizes (insert usage surface) in 60 minutes (1 hour) on carpets[†]

(Sanitizes) in only 1 minute on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets[†])

Sanitizes (insert usage sites)

Sanitizes

(Removes) (Reduces) (Cleans) (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria*

Eliminates (99.9%) of (bacteria*)

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitized

Leaves (insert usage surfaces) cleaned, sanitized, deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, refreshes pet messes

(Deep) Cleans (+) (sanitizes) (+) (deodorizes) (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of *Enterobacter aerogenes* and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 1 minute (60 seconds) on soft surfaces other than carpet*

Kills 99.9% of *Enterobacter aerogenes* and *Staphylococcus aureus* (staph) on (insert usage site) in 60 minutes (1 hour) (on carpets[†]) *

Destroys 99.9% of bacteria* on (insert usage sites)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 1 minute (in 60 seconds) on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) for carpets[†]

Kills 99.9% of bacteria* on (insert usage site) (for a deep down clean)

Kills 99.9% of household bacteria* on (insert usage site)

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (and)

(*Enterobacter aerogenes*) in 1 minute (60 seconds) on soft surfaces other than carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (and)

(*Enterobacter aerogenes*) in 60 minutes (1 hour) on carpets[†]

(Kills) (destroys) (Eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (and)

(*Enterobacter aerogenes*) (for spot treatment) on (insert usage site)

To eliminate 99.9% of bacteria* on (insert usage site)

Kills 99.9% of bacteria* in (only) 1 minute (60 seconds) on soft surfaces other than carpet

Kills 99.9% of bacteria* in (only) 60 minutes (1 hour) on carpets[†]

Kills 99.9% of bacteria* on (insert usage site) in (only) 1 minute (60 seconds) on soft surfaces other than carpet

Kills 99.9% of bacteria* on (insert usage site) in (only) 60 minutes (1 hour) on carpet[†]

Sanitizes (insert usage site)

(Both) Cleans & Sanitizes- better than cleaning alone

Cleans & Sanitizes in 1 minute (60 seconds) on soft surfaces other than carpet

Cleans & Sanitizes in 60 minutes (1 hour) (on carpets[†])

(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates allergens)**

One step clean(s) and sanitizes(s)

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial

Leaves (insert usage site) sanitary

Helps protect your family

Sanitizes as it cleans

For cleaning and sanitizing (insert usage site)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (Removes Allergens**) in (one)

(1) easy step

(Deep) Cleans (+) (Sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes

Allergens**) (+) (Removes Odors)

Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home

in (insert usage site)

in (insert usage site)

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)
One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)
(2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**
The easy, effective, and convenient way to sanitize (usage site)
Makes sanitizing easy
The quick and easy way to clean and sanitize your (insert usage site)
(Deep) Cleans as it sanitizes
Sanitizes as it cleans
(Pet) Stain and odor remover
Convenient to use (-cleans and sanitizes)
Sanitizes and refreshes
Improves cleaning performance to also sanitize
(Deep) Cleans plus sanitization
Penetrates (deep down) to (thoroughly) clean and sanitize
Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)
Thoroughly cleans and sanitizes deep within carpet[†] fibers, eliminating stains, bacteria*, and allergens**
Go beyond surface cleaning
Goes beyond surface cleaning
Go beyond surface cleaning- unique penetrating action thoroughly cleans and sanitizes deep down into the carpet fibers
Deep cleaning formula that provides dramatically better cleaning performance and sanitizes at the same time
(Deep) Cleans, Sanitizes and Reconditions (in one easy step)
Destroys tough odors and bacteria*
Unique penetrating action goes deep within carpet[†] fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria*, and allergens**.
(Removes) (Eliminates) bacteria*
(Sanitization)(Sanitizing)(Antibacterial) Treatment
Powerful stain & odor (remover) (eliminator) that sanitizes as it cleans
Sanitizes as it cleans
Penetrates to (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))
Penetrates, sanitizes and loosens (tough) stains
Spot removal (Clean) (+)(&) Sanitize for a more (effective)(powerful) clean
Spot removal (Clean) (+)(&) Sanitize for a higher level of clean(ing)
Take (more) control of your cleaning (with sanitization) (insert product name)
Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)
(1) ea
(Cleaning claims)
Fast & effective (pet) cleaning
For a cleaner, fresher household

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)
 Better than ever cleaning (and sanitizing) (for your) (insert usage site)
 Effective cleaning of tough (pet) spots and stains
 (Permanently) (removes) (eliminates) deep down dirt and (set in) stains
 (Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)
 Spot treatment for (pet stains and odors) (insert usage site)
 Cleans tough (pet spots) (spots) (and) (pet stains) (stains)
 (removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)
 Removes dirt, dust, and common allergens** from (insert usage site)
 (Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)
 (Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)
 Removes deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)
 (Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)
 Eliminates deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)
 Deep down clean(ing)
 For a deep (down) clean
 Cleans (insert usage site)
 Cleans everyday (pet) messes
 (Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing
 No (hard) scrubbing required
 (Foam) (Bubbles) work hard on (tough) (dirt) (spots) (and) (stains)
 Foaming action works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)
 Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)
 Penetrates for a (complete) (deep) clean
 Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)
 Leaves (insert usage surfaces) (clean and fresh)
 Best (BISSELL) formula for cleaning (usage site)
 Removes tough dirt and grime
 Unbeatable cleaning
 Fast and effective cleaning
 Safely (removes) (eliminates) tough odors and soils
 Cleans the toughest (stains) (and) (soils)
 Cleans tough (stains) (and) (soils)
 Powerful (penetrating) clean
 Deep clean beyond what's seen™
 Deep down cleaning
 For a thorough, deep-down clean
 For a deep clean
 Cleans beyond the surface

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Enhanced cleaning performance
 Improve(s)(d) cleaning performance to deep clean beyond what's seen
 Improve(s)(d) cleaning performance (with sanitization)
 Boosts (deep) cleaning performance
 Boosts (deep) cleaning
 Improve(s) (deep) cleaning performance
 Makes deep cleaning more effective
 1st step in spot & deep cleaning

(Deodorizing claims)

Doesn't just mask (pet) odors
 Eliminates (pet) odors(,) doesn't just mask (them)
 (Permanently) Eliminates (pet) odors
 Freshens home with the scent of (fragrance name)
 Freshens (insert usage site)
 Refreshes (insert usage site)
 Lightly scented
 (Leaves behind a) Clean, Fresh Scent
 Leaves a fresh, clean scent
 Leaves a light, clean scent
 Leaves a fresh scent
 Fresh, clean scent
 Fresh & clean
 Deodorizes
 Freshens
 Deodorizes & freshens
 Deodorizes & freshens, leaving a light (fresh), clean scent
 Lifts (pet) odors and freshens
 Eliminates the toughest (pet) odors at the source
 Eliminates odors (including) (kitchen) (pet) (and) (smoke)
 Freshens (insert usage site)
 Refreshes (insert usage site)
 Leaves (insert usage site) deodorized
 Lightly scented and suitable for frequent use
 Full day freshness
 For ultimate freshness
 Leaves (insert usage site) smelling (refreshed) (fresh) (clean)
 Long lasting freshness
 Eliminates odors at the source
 Reduces odor causing bacteria (on)(in) (insert usage site)
 Leaves your (insert usage site) free of (pet) odors
 Keeps (insert usage site) smelling fresh
 Penetrates (deep inside) (insert usage site) to eliminate (pet) odors at their source
 Neutralizes (pet) odors
 Neutralizes (pet) odors in (insert usage site)

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Reduces and controls the growth of odor causing bacteria
(Kills) (Eliminates) (Destroys) odor causing bacteria
(Fresh) (Clean) (fragrance) (scent)
(Effectively) (effective to kill) (kills) odor causing bacteria
Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them
Kills odor causing bacteria on (insert usage site)
(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site)
Kills odor causing bacteria on (insert usage site)
Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)
(Antimicrobial) kills odor causing bacteria
Kills odor causing bacteria on (insert usage site)
Prevents (buildup of) odors by killing odor causing bacteria on (usage site)
Eliminates odor causing bacteria
Kills odor causing household bacteria
Kills (odor causing) bacteria leaving (insert usage site) smelling fresh
Removes tough (pet) odors and soils
Freshens while killing odor causing bacteria
Leaves (rooms) (home) smelling fresh and clean
(insert usage site) (Pet) Spot and stain deodorizer
(insert usage site) (Pet) Deodorizer
(Insert usage site) (Pet) Odor Neutralizer
(Insert usage site) (Pet) Odor Eliminator
(Insert usage site) Refresher
Clean and fresh scent
Removes odors + provides a clean, light scent

(General Usage Claims)

Get a true clean (with) (this product)
Okay (suitable) to use daily
(Okay) (suitable) for daily use
(Okay) (suitable) for weekly use
(Okay) (suitable) for monthly use
(Okay) (suitable) for regular use
(Okay) for everyday use
Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)
Use daily (in) (on) the (insert usage area) your (family)(and)(pets) touch (the most) often
Use on (soft) surfaces that you and your family come in contact with everyday
Suitable for use on (insert usage site)
Great for use in any room of the house
Use throughout your house
Contains no heavy metals, optical brighteners or dyes
Bottle contains minimum of X% post-consumer recycled plastic
Dye Free (formula) (technology)

(With) an active ingredient you can pronounce
No harsh odor
Suitable for (your) soft surfaces
Compatible with (your) soft surfaces
Easy on your soft surfaces
Suitable for use on carpets[†] (including nylon & stain resistant carpets)
(Effective) (Works) on carpets[†]
Compatible (with) (on) carpets[†] (including nylon & stain resistant carpets)
Leaves carpet[†] (clean) (sanitized) for children and pets when used as directed
For everyday use
Leaves no residue
No residue
No chemical residue
No-rinse formula
Effective clean you can trust
(Carefully) (Consciously) designed (for home use)
(Ingredients) designed for home use
(Designed) (Developed) for home use
Carefully designed
This product is approved for use on (insert usage sites)
Compatible with (insert usage sites)
Use on (insert usage sites) as a spot treatment
Suitable for use on (insert usage site)
Trusted heritage of hydrogen peroxide
Effective cleaning for your carpet[†]
Great (cleaning) for your carpet[†]
Great (cleaning) on your carpet[†]
(Great for) (Effective on) (insert usage site)
Proven to work without (fading) (discoloring) (damaging) (insert usage site)
Powerful everyday cleaner that helps remove many spots and stains (including
(spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

(Easy to use claims)

Advanced (formula) (for) (insert usage sites)
Dries in (x) minutes
Dries fast on soft surfaces other than carpet
Fast drying on soft surfaces other than carpet
Gentle mist dries in minutes on soft surfaces other than carpet
Can be used anytime
Dual (action) (purpose)
Works on (most) (insert usage sites)
Everyday formula
(Suitable) For everyday use
Multi-purpose
Dual (Triple) Action

Multi-use

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, effective

Leaves no residue

Suitable for use around the home

Easy to use

Makes cleaning easier

No rinsing required

Convenient to use- (cleans and sanitizes)

Ready to use

Simple application

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

It (foams) (and) (bubbles) so you know it's working

(2 in 1) (3 in 1) (4 in 1) Action (- saves you time)

(All in 1) ((2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains)

Spot sanitization for your (insert usage site) soft surface(s) other than carpet†

Spot sanitization for your carpet†

Effective cleaning for your (insert usage site)

MARKETING CLAIMS

(Money back) (Satisfaction) (Guarantee) (or your money back) (or its) (yours) (free)

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus (X) (oz) (X %) (more)

New {note to reviewer: use for first 6 months only}

New and improved {note to reviewer: use for first 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (Action)

(Dual) (Triple) Action

Advanced

All in 1

Complete Clean

Optional Logos and Pictograms:

AHP (logo)***

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